



National Association of Broadcasters

“Putting the Final Touches on Next-Generation EAS”

Mr. Antwane Johnson
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FEMA

The Evolution of Emergency Broadcasting



1951 - 1963
CONELRAD

1963 - 1997
EBS

1997 - 2006
EAS

2006
IPAWS

Originally called the “Key Station System,” the **CONTROL** of **ELECTROMAGNETIC RADIATION** (CONELRAD) was established in August 1951.

Participating stations tuned to 640 & 1240 kHz AM to initiate the following sequence:

- Shut down – 5 sec
- Return to air – 5 sec
- Shut down – 5 sec
- Transmit tone – 15 sec

Several shortcomings and vulnerabilities

EBS was initiated to address the nation through audible alerts. It did not allow for targeted messaging.

System upgraded in 1976 to provide for better and more accurate handling of alert receptions.

Originally designed to provide the President with an expeditious method of communicating with the American Public, it was expanded for use during peacetime at state and local levels.

EAS jointly coordinated by the FCC, FEMA and NWS.

Designed for President to speak to American people within 10 minutes.

EAS messages composed of 4 parts:

- Digitally encoded header
- Attention Signal
- Audio Announcement
- Digitally encoded end-of-message marker

IPAWS modernizes and integrates the nation's alert and warning infrastructure.

Integrates new and existing public alert and warning systems and technologies

Provides authorities a broader range of message options and multiple communications pathways

Increases capability to alert and warn communities of all hazards impacting public safety.



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Source: The Broadcast Archive
Maintained by: Barry Mishkind
The Eclectic Engineer

Executive Order 13407

States:

“It is the policy of the United States to have an effective, reliable, integrated, flexible, and comprehensive system to alert and warn the American people...”

“establish or adopt, as appropriate, common alerting and warning protocols, standards, terminology, and operating procedures for the public alert and warning system to enable interoperability and the secure delivery of coordinated messages to the American people through as many communication pathways as practicable...”

“administer the Emergency Alert System (EAS) as a critical component...”

“ensure that under all conditions the President of the United States can alert and warn the American people.”

The IPAWS Program Management Office was formed to implement the Executive Order



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The IPAWS Program Vision, Mission, and Goals

Vision

Timely alert and warning to American citizens in the preservation of life and property.

Mission

Provide integrated services and capabilities to Federal, State, territorial, tribal, and local authorities that enable them to alert and warn their respective communities via multiple communications methods.

Goals

To attain the Vision and accomplish the Mission, FEMA has established three overarching strategic goals:

Goal 1 – Create and maintain an integrated interoperable environment for alert and warning

Goal 2 – Make Alert and Warning More Effective

Goal 3 – Strengthen the Resilience of IPAWS Infrastructure



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April 14, 2010**



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IPAWS Vision

Provide Timely Alert And Warning To American People To Preserve Life And Property



**Alerting Authorities;
Federal, State,
territorial, tribal,
and local**



IPAWS Aggregator



Television



Radio



Cell Phone



Computer



Home Phone



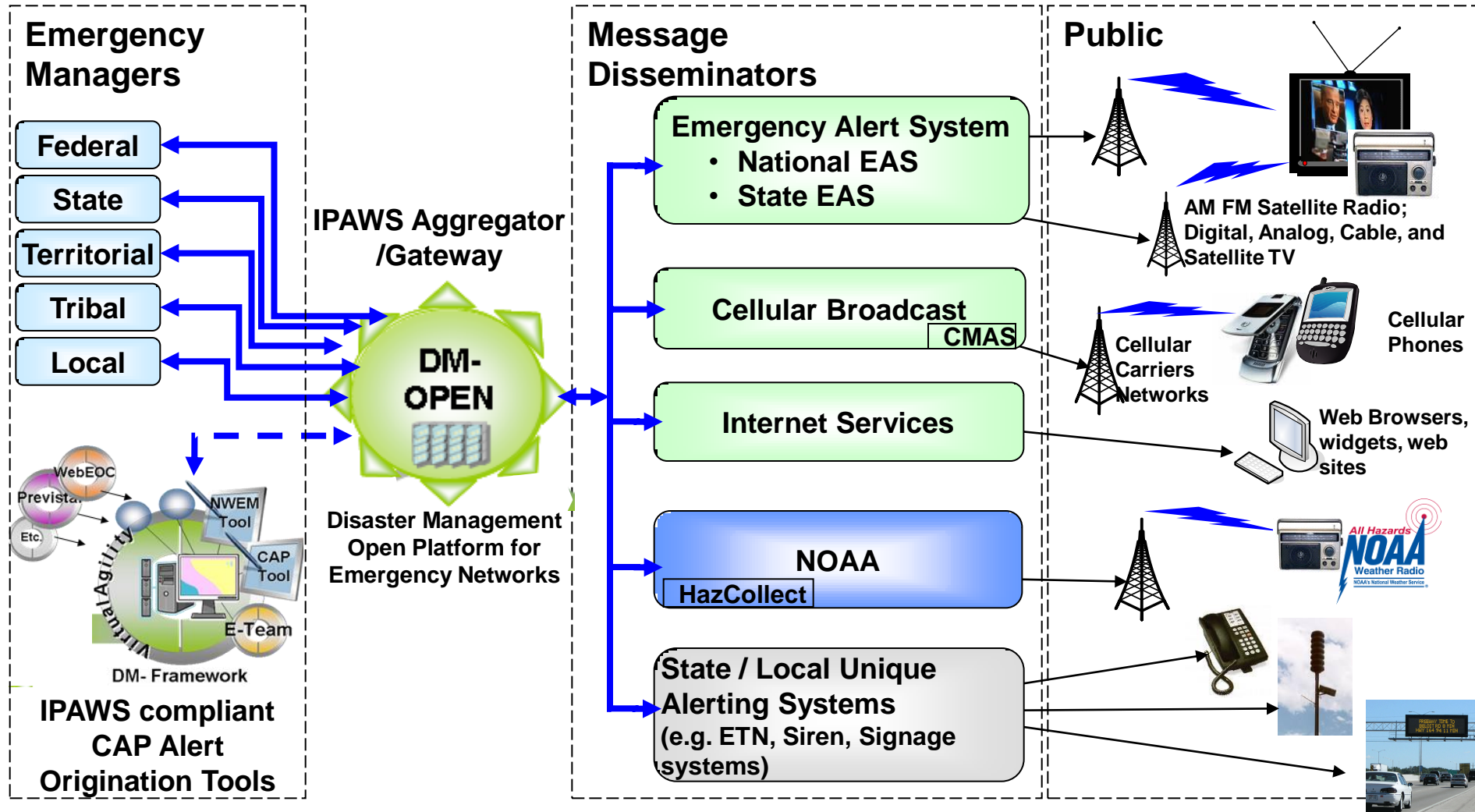
Public Signage



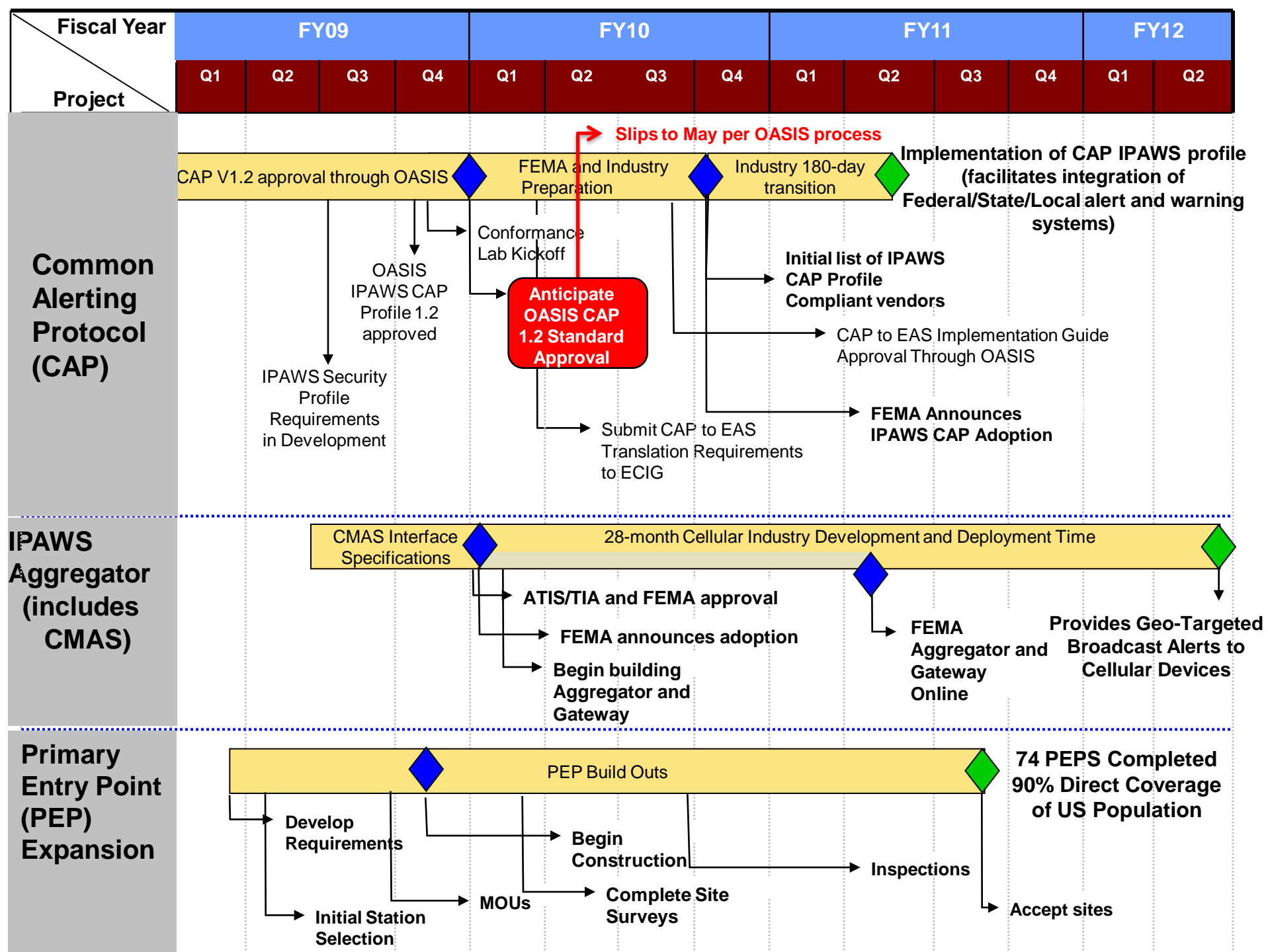
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IPAWS Architecture

Standards Based Alert Message data exchange format, alert message aggregation, shared, trusted access & distribution networks, alerts delivered to more public interface devices



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PANEL DISCUSSION



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